



# NEWSLETTER

S P R I N G 2 0 1 4

With a long anticipated spring in mind, I am most excited to announce the return of our annual Dogwood Parade and Festival on Saturday, May 10<sup>th</sup>. Our dedicated committee of residents and Ladue staff have been working diligently all winter to plan a community day of celebration and fun.

Many thanks to our Honorary Grand Marshall, Maxine Clark, who will lead the parade from Ladue High School, down Clayton Road, to the Ladue Middle School grounds. We are honored to have her participation this year. There will be antique and collectible cars, musical groups, business and subdivision parade floats along with many school age participants from our public and private schools. If you are not a parade participant, plan to bring a chair and stake out a spot along the parade route!

As the parade winds down, we'll gather on the Ladue Middle School grounds for the Festival. You'll be able to sample fare from our local restaurants, take a look inside our state of the art ambulance and our fire trucks, and participate in games and activities. There will be lots of music and friendly faces.

Get together with your neighbors and enter a float in the parade. Remember, the Dogwood Parade defines the term "float" loosely! Your subdivision float could be a car, a group of wagons or maybe you'll go big and rent a horse drawn carriage or antique fire truck. Prizes are awarded, including the Subdivision Spirit Award.

Many good things are happening in Ladue in addition to the return of the Dogwood Parade and Festival.

Firehouse Number 2 is well under way with completion scheduled for early fall. Our Fire Chief, John Bailot, along with our Oversight Committee, has spent many hours working with our architect,

contractor and project manager to insure a smooth process. We will have an efficient, operationally sound, aesthetically pleasing firehouse to serve the residents of the City of Ladue for many years to come.

In an effort to develop a city-wide master landscape design plan, we have contracted with Christner, Inc. and specifically, Laurel Harrington, Director of Landscape Architecture. Many of you have had an opportunity to visit with Laurel during one of our small group beautification outreach meetings and at our community forum. I have attended these meetings as well and am very impressed with the interest and knowledge many of our



residents have shown with regard to the look and feel of Ladue. Your feedback is an important first step in determining areas throughout Ladue that could benefit from subtle landscape enhancement. We are learning that many of you share a common vision of our City. Please stop by City Hall if you were unable to attend our public meeting and would like to give your input. There will be more to come on this subject as we develop a city-wide master landscape design plan.

During one of the worst snowstorms, Chief Wooten suggested that I go on a ride along with one of our patrol officers. I was able to experience what our Fire/EMS and police officers face in inclement weather. We owe them a debt of gratitude for braving the elements in our best interest.

Many thanks are due to our entire Public Works Department for their efforts in keeping our roads clear and safe during the long winter. They spent many long nights working 12 hour shifts and sleeping on cots to be ready for the next shift. They work closely with our fire and police personnel to insure public safety in Ladue.

Please remember to shop local. Many of our storeowners in our business districts are residents and we are fortunate that many of our weekly errands can be accomplished within our borders. When you shop Ladue you help your community!

There has been a speed limit change in the Clayton Road Business District. In an effort to calm traffic and make our streets and sidewalks safer, we are lowering the speed limit to 30 mph.

Work continues on our new website. We are in the development stages now and should have it up and running by the next newsletter. The site will be friendlier, easier to use and will feature links to department websites. We would love for you to sign up for email alerts on our current site, so we can contact you about goings on in the City. Go to [www.cityofladue-mo.gov](http://www.cityofladue-mo.gov) and click on "Email Subscriptions".

We work hard every day to make Ladue a wonderful place to live, work, learn and play. Please call, email or stop by City Hall if you have comments or questions. I love to hear from you!



Mayor Nancy Spewak

# Ladue Dogwood Parade and Festival

## Yesterday - Today

The first Annual Ladue Dogwood Parade and Festival was held in 1993 under the leadership of Ladue residents and event co-chairs Joe White and Elliot Benoist. The parade and festival was underwritten with private donations obtained by Ladue's beloved mayor, Edie Spink, who had come up with the idea of a fun spring event to bring together Ladue residents, students from the Ladue public and private schools, and Ladue business merchants. The event was named "Dogwood" in recognition of the City of Ladue official flower; the beautiful dogwood flower that blooms on dogwood trees throughout Ladue each spring.

The Annual Dogwood Parade and Festival was held annually each year in May through 2007. The parade route ran from Horton Watkins High School, south on Warson Road, east on Clayton Road, ending at the Ladue Middle School parking lot facing Clayton Road at Conway Road. Clowns, candy, confections, and classic cars defined what quickly became a traditional Ladue event each spring. On the festival main stage there was an owner/dog look-a-like contest one year, there was a Battle of the Bands contest another year, and Elvis sang yet another year.

The event was discontinued after the 2007 event due to the I-64 shut down and construction project. The I-64 construction project added significant vehicular traffic onto adjacent roads, including Clayton Road, necessitating the City to keep Clayton Road open at all times. When Mayor Nancy Spewak was elected Mayor of the City of Ladue in April, 2013 she stated that one of her first priorities was to bring back the Annual Dogwood Parade and Festival. At the direction of Mayor Spewak, the Ladue Dogwood Parade and Festival is back. The 15<sup>th</sup> Annual Ladue Dogwood Parade and Festival will be held on Saturday, May 10<sup>th</sup>. The 2014 Honorary Grand Marshall will be Ladue resident and Build-A-Bear founder, Maxine Clark. The 3 Pedros Group, sponsored by Truffles Restaurant, will be playing and singing on the main stage at the festival.

The City of Ladue archives collection includes many fun photos from prior year Dogwood Parades and Festivals. The City of Ladue Archives Committee is hoping to enhance the City collection of Dogwood event memorabilia and would appreciate donations of any items, photographs or documented recollections from previous Dogwood Parades and Festivals. In addition, the Archives Committee is actively collecting items, photographs and documented recollections related to the City of Ladue from years and generations long passed. If you, or someone you know, are interested in making a donation to the City of Ladue archives collection, please contact:

Charlie Hiemenz  
991-9176  
achiemenz@aol.com





# Parade Entry Form

Unit Name:

\_\_\_\_\_

Contact Name, Address, Phone, & E-mail:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Type of Entry:

\_\_\_\_\_ Vehicle    Type: \_\_\_\_\_                      Length: \_\_\_\_\_

\_\_\_\_\_ Animal    Type: \_\_\_\_\_                      Number: \_\_\_\_\_

\_\_\_\_\_ Music    Type: \_\_\_\_\_                      Number: \_\_\_\_\_

\_\_\_\_\_ Marching    Type: \_\_\_\_\_                      Number: \_\_\_\_\_

\_\_\_\_\_ Other: \_\_\_\_\_                      Number: \_\_\_\_\_

Please Describe:

\_\_\_\_\_  
\_\_\_\_\_

(Detach this form)

Please send to Mimi Baer by April 26<sup>th</sup> - [Mimib93@att.net](mailto:Mimib93@att.net)  
3 Clermont Lane, St. Louis, MO 63124 – 314-993-3515

*Participants are responsible for insurance covering their activity. Ecology equipment will be available for the parade. All entries with an animal unit will be responsible for reserving the equipment with the City for your own use.*



## *Dear Dogwood Parade Participants:*

Thank you for joining our parade! Not to mention, thank you for all of your time, effort, enthusiasm and pride in our community. This is what makes the entire day so much fun! Also, thank you in advance for arriving **ON TIME**. Timeliness is a critical factor to the success of our parade.

This year the parade will start at Horton Watkins High School, 1201 South Warson Rd. run south on Warson Rd. and east on Clayton Rd. and will end at Ladue Middle School, at the intersection of Clayton and Conway Roads. The parade will start at 10:30 a.m. sharp and last approximately 1 hour.

## *Additional Details:*

- Rain or shine the parade will proceed as scheduled. So whatever you do to insure good weather, please do it early and often!
- **PROMPTNESS IS GOOD!** Arrival and line up will start at 8:30 a.m. and end no later than 9:30 a.m. We need as much time as possible to stage each one on the high school parking lot.
- **Rule of Thumb:** the bigger or more complicated your unit is, the more time you will need for set-up; the larger your group is, the more time you will need to get everyone situated in place.
- After you arrive in your designated parade assembly area, you need to check in at the **PARADE START** sign. Refer to enclosed map for its location. When you check in, your parade unit number and line-up location will be confirmed. **REFER TO THE MAP AT HORTON WATKINS HIGH SCHOOL TO IDENTIFY WHERE YOU MUST ENTER THE ASSEMBLY AREA.**
- Parking for support vehicles will be provided at the Middle School. Parking at Horton Watkins High School is extremely limited. A shuttle bus will run between Horton Watkins High School and the Ladue Middle School locations. Refer to the maps for shuttle bus stops.
- All set-up preparations must be completed by 9:45 a.m. Please do not leave anything behind. We cannot be responsible for your belongings.
- **DON'T THROW OR HAND ANYTHING OUT FROM YOUR UNIT ON THE PARADE ROUTE.** We do not want anyone injured when rushing onto the street trying to retrieve a thrown object. You may have a member of your party walk along the parade route and **HAND** out items.
- **NO HAND BILLS!** Absolutely no literature may be handed out during the parade or festival.
- Once the parade starts, it will last approximately one hour. The enclosed maps show the Assembly and Dispersal areas. Immediately following the parade prizes will be awarded at the Festival stage in front of the Ladue Middle School.

Thank you again for joining the Festival. If you have any questions, please call me or e-mail me at **993-3515** or **mimib93@att.net**. Good luck, have fun, and please **BE PROMPT!**

*Sincerely,*

*Mimi Baer*

*Ladue Dogwood Parade & Festival*

# Identity theft is a serious crime



## Deter identity thieves by safeguarding your information.

- Shred financial documents and paperwork with personal information before you discard them.
- Protect your Social Security number. Don't carry your Social Security card in your wallet or write your Social Security number on a check. Give it out only if absolutely necessary or ask to use another identifier.
- Don't give out personal information on the phone, through the mail or over the Internet unless you know who you are dealing with. Avoid disclosing personal financial information when using public wireless connections.
- Never click on links sent in unsolicited emails; instead, type in a web address you know. Use firewalls, anti-spyware and anti-virus software to protect your home computer; keep them up-to-date. If you use peer-to-peer file sharing, check the settings to make sure you're not sharing other sensitive private files. Visit [www.OnGuardOnline.gov](http://www.OnGuardOnline.gov) for more information.
- Don't use an obvious password like your birth date, your mother's maiden name or the last four digits of your Social Security number.
- Keep your personal information in a secure place at home, especially if you have roommates, employ outside help or are having work done in your house.

## Detect suspicious activity by routinely monitoring your financial accounts and billing statements.

Be alert to signs that require immediate attention:

- Bills that do not arrive as expected
- Unexpected credit cards or account statements
- Denials of credit for no apparent reason
- Calls or letters about purchases you did not make
- Charges on your financial statements that you don't recognize

Inspect:

- Your credit report. Credit reports contain information about you, including what accounts you have and your bill paying history.
  - The law requires the major nationwide credit reporting companies—Equifax, Experian, and TransUnion—to give you a free copy of your credit report every 12 months if you ask for it.
  - Visit [www.AnnualCreditReport.com](http://www.AnnualCreditReport.com) or call 1-877-322-8228, a service created by these three companies, to order your free annual credit report. You also can write: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.
  - If you see accounts or addresses you don't recognize or information that is inaccurate, contact the credit reporting company and the information provider. To find out how to correct errors on your credit report, visit: [ftc.gov/idtheft](http://ftc.gov/idtheft).

## Defend against ID theft as soon as you suspect it.

- Place a "Fraud Alert" on your credit reports, and review the reports carefully. The alert tells creditors to follow certain procedures before they open new accounts in your name or make changes to your existing accounts. The three nationwide consumer reporting companies have toll-free numbers for placing an initial 90-day fraud alert; a call to one company is sufficient:
  - Experian: 1-888-EXPERIAN (397-3742)
  - TransUnion: 1-800-680-7289
  - Equifax: 1-800-525-6285Placing a fraud alert entitles you to free copies of your credit reports. Look for inquiries from companies you haven't contacted, accounts you didn't open and debts on your accounts that you can't explain.
- Contact the security or fraud departments of each company where an account was opened or charged without your okay.
  - Follow up in writing, with copies of supporting documents.
  - Use the ID Theft Affidavit at [ftc.gov/idtheft](http://ftc.gov/idtheft) to support your written statement.
  - Ask for verification that the disputed account has been dealt with and the fraudulent debts discharged.
  - Keep copies of documents and records of your conversations about the theft.
- **File a police report.** File a report with law enforcement officials to help you correct your credit report and deal with creditors who may want proof of the crime.
- Report the theft to the Federal Trade Commission. Your report helps law enforcement officials across the country in their investigations.

## Fire Department

As reported in the last newsletter, the City has undertaken rebuilding fire station #2 at 9911 Clayton Road. The original fire station, built in 1950, was raised in November 2013. On December 6, 2013 the official ground breaking occurred to mark the start of construction for the new fire station. As it turns out, we started this construction project during the coldest winter in many years. However; even though actual construction days were limited, we have the footings and foundation walls in for the basement as of the second week in March and anticipate the brick walls to begin going up in early April. At this point in the schedule we are anticipating the construction to be completed by early fall 2014.

If you have any questions about the construction process or relocation for fire house #2, please call me at 993-0181.

Most sincerely,

John V. Bailot

Fire Chief

## Fire Department

After a long, bitter cold, ice and snow filled winter, spring is finally upon us. For anyone who has lived in the Midwest for any period of time, the arrival of spring also means the arrival of tornado and storm season. As residents of Ladue know all too well, spring storms also mean the loss of power with trees and limbs falling on electrical wires. While Ameren Missouri has made significant progress in the last few years trimming trees and limbs, we still have frequent losses of electrical power during storms.

When the power goes out, the Fire and Police Departments along with City Hall have to rely on back-up generators, we too are at the mercy of Ameren Missouri. Remember, the Fire Department, the Police Department, or City Hall does not have the ability to get the electricity turned on with a simple phone call to Ameren. Like everyone else we have to wait until Ameren can repair the problem. When a typical powerful Midwest thunderstorm strikes the St. Louis area the Ladue Fire Department will respond to numerous calls for wires down, trees on fire and flooding. Frequently we are out on the streets at the height of the storm assisting our residents where needed. When we encounter wires down, we notify Ameren Missouri, they in turn add that address to a large regional list of wires down. For repair purposes, Ameren prioritizes hospitals, nursing homes and special needs cases first. Everyone else simply has to wait until Ameren can get to the repair.

When we are struck by a storm with wires down, we are confronted by a very dangerous situation, not only residents, but also emergency responders from both the Fire and Police Departments. Here are some important safety tips to consider during an electrical outage.

- Consider **ALL** downed wires to be energized, **NEVER** assume the wire is dead.
- **STAY AWAY** from downed wires. If the wire is still energized, it will energize anything it touches, including fences, water puddles, and even the ground around the wire.
- **DO NOT REMOVE OR TOUCH** limbs, trees or brush that are in contact with a downed wire.
- **NEVER DRIVE AROUND** a Fire or Police barricade. If your home has a gasoline powered generator, make sure the generator is in an **OPEN, WELL-VENTILATED AREA, and NEVER RUN A GASOLINE POWERED GENERATOR IN THE HOUSE OR BASEMENT.** Exhaust from gasoline powered generators contains carbon monoxide, an odorless, colorless gas which is deadly.
- **USE EXTREME CAUTION** when refueling gasoline powered generators. Make sure the **GENERATOR IS OFF PRIOR TO REFUELING.**
- **USE EXTREME CAUTION WHEN USING CANDLES.** Never leave a lit candle unattended. Never fall asleep with candles lit. When using candles, always make sure the area surrounding the candle is clear of combustibles and the candle is on a secure stand that will not fall or be knocked over. If you have to leave the house, make sure all lit candles are extinguished.

## Public Works Update



### CLAYTON ROAD SPEED LIMIT TO CHANGE

The speed limit on Clayton Road, between Conway Road & S. Forty Drive, has been reduced to 30 mph. The Ladue City Council, in response to concerns about vehicle speed through the business district, and recommendations of the Police Chief and Director of Public Works approved the change at their meeting on February 18, 2014.

Our goal is to reduce accidents and create a more pedestrian friendly area. Signs will be posted with the new speed limit and Ladue Police will begin a program of public notification about the speed reduction.

## Show Your Civic Pride

Support the Ladue community and its heritage. Proudly display the Ladue city flag at your home or business. City flags (3'x4') are available at Ladue City Hall for \$50.00 each.



## Public Works Update

2014 is getting off to a busy start for the Public Works Department. An increase in the volume of leaves collected for the fall 2013 leaf collection of over 25% coupled with this winter's weather, presented a challenge for the Public Works Department who worked diligently through the end of January to complete this effort. In addition to responding to numerous snow events, crews also sealed cracks and patched potholes on City streets throughout the community.

Brush collection resumed in March and the spring leaf collection will take place in April. Please visit the Public Works page on the City's website to find out the dates for your brush collection: [www.cityofladue-mo.gov](http://www.cityofladue-mo.gov) A few friendly reminders about the City's brush collection:

- The program is free to all Ladue residents!!
- Diameter of brush cannot exceed 6 inches and must be in lengths of 6 – 10 feet (no firewood size)
- Brush should be stacked parallel to the road & the back edge of the pile should be no farther than 3 ft. from the road.
- Please no mixing of leaves & brush as each of these requires a different piece of equipment for collection.
- Yard Waste bags, Grass clippings, and Sweet gum balls are NOT accepted
- 

### Project Updates

Have you heard about the Citywide Beautification Framework Plan? The City hired the landscape architects of Christner, Inc. to engage various stakeholders within the community to get feedback and suggestions for landscape enhancement and beautification of the City's public spaces. Examples of potential locations for improvement include various entrances to the City, Centennial Trail near Ladue and Hunter, and Rodes Park located at Ladue & Warson. A Public Forum was also held in late February. The draft plan was presented to the City Council on March 25, 2014 and is available for viewing and comment in the City Hall lobby.

Litzsinger Road Improvements are nearing completion and included pavement rehabilitation from Lindbergh to McKnight and storm water and sidewalk improvements between McKnight and Overbrook.

In May, pavement rehabilitation and storm water improvements will begin at Edie's Mulch Site located off South Outer 40. The deteriorated asphalt pavement will be replaced with a concrete surface and a second detention basin will be installed at the site to handle the storm water runoff. Another project beginning this spring is the traffic signal replacement at Ladue Road and I-170 in conjunction with the realignment of the Summers Compton Wells entrance onto Ladue Road. The traffic signal timing will be updated and hopefully improved at this intersection.

It is also anticipated that the McKnight Road improvement project spanning from Clayton Road to Ladue Road will begin this summer. There are two bridges that will be replaced as well as the installation of sidewalk on the east side of the road and rehabilitation of the roadway surface. Because of the scope of work involved in this project, construction will extend into 2015.

One important project that is in the design phase is Price Road improvements which will include sidewalk replacement and pavement rehabilitation from Delmar to Clayton. A well-attended Public Meeting was held in January to receive public input and comment.

Please call the Public Works Department if you have any questions at (314) 993-5665.

Yours very truly,

Anne C. Lamitola, P.E.

Director of Public Works

## Building Department

### Tree Removal:

As spring arrives please be on the lookout for diseased, dead, or hazardous trees. These trees can pose a danger to your property or those around you during severe storms. Dead trees are required to be removed, the removal of any live tree over 6" in caliper requires a permit.

### Required Permits:

Did you know many outdoor projects require building permits? Fences, patios, retaining walls, and play-sets are just a couple examples of small projects which require permits. A simple phone call in advance of your project can answer any questions you may have regarding zoning requirements and whether or not a permit will be required.

Inside your residence, the removal of plaster or drywall requires a permit. Obtaining permits will ensure your project is done right and help protect your investment. Call 997-6308 today to discuss your spring project.

**City of Ladue**  
9345 Clayton Road  
St. Louis County, MO 63124

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## City Council Members

WARD 1 A. CHARLES HIEMENZ AND JOHN HOWELL

WARD 2 WALTER STERN AND JOHN FOX

WARD 3 HAL BURROUGHS AND BILL BRENNAN

(CONTACT INFORMATION IS AVAILABLE ON THE CITY WEBSITE, [www.cityofladue-mo.gov](http://www.cityofladue-mo.gov))

## City Directory

MAYOR 314-993-3439 ext. 245

ADMINISTRATION 314-993-3439

BUILDING 314-997-6308

MUNICIPAL COURT 314-993-3919

PUBLIC WORKS 314-993-5665

PUBLIC WORKS – FAX 314-994-3195

POLICE (non-emergency) 314-993-1214

FIRE (non-emergency) 314-993-0181

FIRE – FAX 314-993-0412

FAX (all other departments) 314-993-5652

Website [www.cityofladue-mo.gov](http://www.cityofladue-mo.gov)

E-MAIL [administration@cityofladue-mo.gov](mailto:administration@cityofladue-mo.gov)  
[nspewak@cityofladue-mo.gov](mailto:nspewak@cityofladue-mo.gov)

